

The role of web components to increase trust in B2C e-commerce

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ABSTRACT: In models of B2C, customer trust is one of the key factors and major elements of success in e-commerce. Electronic and the success of many experts create and deploy secure and trust e-commerce process considered for the buyer. Organization using Internet and websites tools can be a significant impact on attitudes and persuasion customer to utilize the services of its organization and manner economy to a market leader become the supply, delivery and service. However, one obstacle to the development and success business and lack of trust and trust again repeatedly as a barrier to consumer participation in the interactions this line is known and the future of e-business endangers. This article reviews the available literature these areas provide a framework of factors affecting customer trust the e-commerce web sites that pay identifying them, in the context of e-commerce websites will be able to give trust to customers and their users leading to an increased number of participants are in e-commerce.

Keywords: Web site, e-commerce, security, e-trust, commerce, B2C.

INTRODUCTION

Chaffey (2002) states-business can be defined buying and selling through the Internet network [2]. Kotler (2003), the types of B2C e-commerce, customer purchase of providers or intermediaries electronically to satisfy their needs and demands. In this type of e-commerce often consumers collect information or purchase products and services such as books, music, computer software, airline tickets, hotel reservations and ... Processing [12]. Millar et al (2005) argue that e-commerce converse to a crucial tool doing business and the opportunities offers seems to be no back to back to the traditional business does not exist [16].

Kim et al (2008), figures reflect the rapid growth and the increasing adoption of electronic commerce in developing countries and policies and strategies for developing countries in developing. In a report from Forrester Research, one of the strong analysts in the e-commerce industry said despite the recent problems of free enterprise. com have been encountered, B2C e-commerce with a growth rate of almost uniform about 19% per year for many customers considered, the familiar kind of purchase [11]. According to Forrester, North America with e 3/5 trillion dollar in 2004, first and Asia - Pacific region, with 1/6 trillion dollar and Western Europe with 1/5 trillion dollar were ranked second and third respectively. Latin America were next in rank with 8/81 billion [6]. Despite the advantages of e-commerce for all entities involved, including customers, vendors and even the community, and despite the increasing number of Internet users, welcome bit of electronic shopping are not in Iran and some countries. much of an electronic shopping. Numerous studies is conducted about the barriers to developing e-commerce and factors affecting the development and success of electronic commerce around the world. The trust is one of the most important factors effective in the development, prosperity and success of e-commerce. Corbitt et al. (2003), the trust reported as the third barrier in block 10 [4]. Frye & Merrilees (2003), state expected e-commerce customers quickly become part of everyday life, but in practice, this expectation have not been met fully. It one reason for this failure, lack of consumer trust [17]. Lack of trust one reason not to buy from online retailers that are frequently asked by customers.

Problem statement

Liu & Tao (2008), in the face of an increase of more competitive environment and to address the various challenges companies more and more attention to long-term and stable relations with customers and their suppliers. Researchers believe that trust, basis for establishing and maintaining the relationship. The joint trust ability to establish and develop mutually beneficial relationships to each other leads, increase

competitiveness and reduce transaction costs. The Trust plays an important role in the theory and practices of marketing undertaken And Attracted many researchers from 1980s. [14].

Table 1 shows Analysis of model variables appearing in this research .Today the Internet admitted for trading business widely has become a powerful medium for marketing and business. Application of information and communications technology affected field's Human life. E-commerce As one of the achievements of the modern information age, Business world has changed a lot, Change the rules and created surprising advantages Of doing business in the methods, Consumers And vendors. In the world of electronic information Many challenges ahead is for security information A copy of such information, may produce false information, in its path Possibility of sending false information to others and damage to Information submitted. In the field of electronic commerce, Such challenges can make its various forms, such as Negotiate with false identities, possible withdrawal E people to their name, the change in the illicit trade documents, Transcription of other documents, a change in people's bank accounts, The fake site to others and to deny information And shows electronic documents. With all these circumstances, many people continue to conduct transactions via the Internet Expressed their concern. Studies indicate that 32% Internet users are willing to share their personal information. The number of websites that the end of 2004 shows decrease of 9 percent. [3].

Table1. Analysis of model variables

The proposed model	Xiaowei Jin (2010) [26]	Nor Aziati Abdul Hamid (2008) [20]	Bart I. Y., Shankar V Et al (2003) [1]	DeLone and McLean (2002) [5]	Lee and Tvrbn (2001) [13]	Variable Pattern
*	-	-	*	-	*	Security
*	*	-	*	-	-	Web design and structure
*	*	*	*	-	*	Ease of access
*	-	*	-	*	-	Quality Systems
*	-	*	-	*	*	Quality of information
*	*	*	*	-	*	Website Speed
*	-	-	*	-	-	Error Freeness
*	-	-	*	-	-	Trust Seal
*	*	*	-	*	*	Quality of Service
*	*	*	*	*	*	E-trust

So,May & Sculli(2002), With Trust and Internet technologies, there are two main concerns: Privacy and security. In the research reported in the literature on the need to increase Trust emphasized in the strong Managing trust in electronic commerce [22]. Customers simply do not trust online vendors that they can be entered in a commercial transaction. Importance Establish and maintain trust between buyer and seller as survival as a facilitator of e-commerce success Is known in academic circles in the society and the real business world It is also acknowledged. Moreover, many empirical studies, the role of trust in electronic commerce with regard to have studied and researched aspects Diverse and multi dimensional structure of the trust. Overall, what was said can be concluded that increasing the sales Goods and services via the Internet and the widespread deployment of electronic commerce, Issue of trust in electronic commerce it has become important as one of the most And the most vital elements,.

RESEARCH METHOD

The present research is an explanatory one based upon correlation method by the use of sample election. It is applicable from the viewpoint of goal and measurement from information gathering one.

From performance method point of view, this research is scientific comparative one. This is because the real goal is regular description and real properties of a subject. It means that without any interfere of personal ideas and preferences researcher intends to study the role of web components to increase trust in B2C e-commerce. Then it has submitted different proposals based upon evaluations and conclusions of this research.

Background

Research on the concept of trust in online environments states; from the late 1990s some authors have been studied begun to trust over time and experience. Urban et al (2000), quality, quantity and timeliness of information effective in increasing confidence. [9].

milz (2002) study, the electronic satisfaction 174 students in the Mydostrn study. The results of this study, factors identified Rely on customer satisfaction, leading to their electronic trust. Interaction with the website, including design, efficacy Or access the website, website security. Perceived quality of Website services include rental of a website to track orders And purchasing and response customer Demands, reliability Website And incentives to purchase, perceived value to the customer's website: Familiarity with the web site, including time, convenience shopping and transaction value. Romulo model (2007), an electronic service quality considered as the most fundamental Factor in keeping a customer with e-business. In this model, data quality, ease of use, safety, appearance, graphics, are the main Responsiveness and reliability dimensions of service quality. [23].

Shankar V et al. (2002), in a Research with online Trust were investigated The role of trust Seal and Trust of being Error Freeness customer. Yang model, the main source for this study and how to evaluate the impact of trade on the trust website which is an electronic loyalty [21].

Table 2 shows an overview of research on the website components on e- trust

Table2.A review of research

Results	Title	Year	Name of researche	Row
The study has been done on clothing retailers The most important variables in this study include: the appearance of the Web Website of entertainment, information needs, capabilities Transactional, response time, reliability and customer satisfaction . In this study, presented a complete framework of customer loyalty and e The drivers. These drivers include: Present value, websites and technology, trust and security, The brand and customer service are The customer's perception of his convictions by a commercial website Data quality and quality of Web information systems These perceptions are affected and ultimately lead to Customer satisfaction is the Performance of a commercial website.	Website quality and customer satisfaction	(2004)	Soyoung Kim, Leslie Stoel [24]	1
	In this model, a relatively comprehensive framework of factors affecting loyalty	(2001)	Gommans et al [8]	2
	Key factors in evaluating the performance of the website	(2002)	Mckenry et al [15]	3
The study of factors affecting the profitability of a customer feel Web site factors such as security and privacy, the use of cookies, Positioning capabilities, graphical interface, ease of access, Banner ads, Brand and the introduction of free time.	This model is based on a comprehensive theoretical basis diagnostic usefulness of the website business model Simone	2003	Yang et al [27]	4

Trust history since the beginning of human life and social interactions among the people. Nearly all aspects of human life based on trust. Without trust, an important element in human life, Meaningful relationships between people depends on this concept. The study External resources related to the topic, found in many studies Field of electronic commerce that can be implicitly revealed are factors affecting consumer Trust. Overall, the survey Multiple sources in this field, were identified a wide range of trust Effective Customers in e-commerce B2C, including security issues Information systems and information stored, privacy of individuals, Stability of systems used, and ease of use.

Website Business and its role in increasing trust in e-commerce

Website is the electronic marketing heart. Website is an online space that customers can to obtain information about the company and its products, compared and their transactions. A website should be an optimal path to provide the user activity.

Architecture and user interface design for website

Mossop et al (2000) &When the person can do online shopping, the first thing to be faced is the Web interface and provided the first indications about the reliability of this Website. Optimal navigation experience, the incline Customers to conduct business transactions with an effective website. Website links open in such a small deficiencies, Grammatical and typing errors and lack of integration of user interface Web site puts a negative effect on customer trust. In the present capabilities include user-friendly website And be quick about it,

the transparency of the process During transactions, user interface, integrated and coherent And guidelines for conducting the transaction, The customer as signs of respect and understanding I referred to the web site.[18,19]. In order to improve reliability Website The architecture and structure of the following information should be considered:

Ability to easily navigate the website

Integrity and authenticity of the site's content

Customer Support

Information about all aspects of customer contact – dealers

Obtaining approval from the activities of the buying process, to ensure information and

Feedback to the buyer of the purchase is necessary [18].

Financial Security

McKnight (2002), Secure Web site, an important role in the formation The customer trust to seller and hence, The customer will be more willing to Personal Information To put your own website and can thus Had a stronger relationship with the seller[19].

System availability

The availability of e-commerce systems website Means to maintain and keep the system running and Accountability for customer access at any time and is definitely heading in the service. Availability The system will assist with hardware issues, storage space, Internet connection bandwidth, and processing issues Software coding error such as lack of ability to respond the answer in cases, exceptions and software is the volume of requests.

Mckenry et al (2002), the key factors Considered in evaluating the performance of our commercial website And the commercial benefits of having a reliable and Known in the market for the company and shall The descriptive characteristics of a Web Site Section, the performance criteria and indicators as Website show also investigated and shall explain. This model is consistent actually a rational function theory, and Theory of Planned Behavior with the Believe the tendency to use a system affected of beliefs The system [15]. Model states perceived customers of commercial website Quality by his beliefs about the information systems quality Website is under influence and ultimately the perception lead to Customer satisfaction is the performance commercial Web sites McKinney And colleagues, have been introduced five dimensions of information quality (IQ) and four for System quality (SQ) web site:

dimensions of Information Quality Website

Mckenry et al (2002), Bear: this connection with the Issues such as clarity, accuracy and relevance of information. The collection includes the following:

Applicability, clarity and relevance Information provided by the Web site [15].

Mckenry et al (2002), to date: The next-to-date with its Subsets are new and when the permanent Information provided by the Web site [15].

Mckenry et al (2002), Capability Trust: The following quality information Associated with the degree of accuracy, reliability, and consistency of data. Under this Next are believed to be accurate and consistent Information provided by the Web site [15].

Mckenry et al (2002), Range: shows the following background information, domain information, and Level of detail provided by the Web site. And its collection includes the following: the adequacy of, Completeness and detail of information provided by the Web site [15].

Mckenry et al (2002), Benefit: The next customer in connection with the evaluation the probability that the information provided, increased His purchase head. Subsets include the following: being informative, valuable and Usefulness of the information provided by the Web site [15].

Dimensions of Information Systems Website

Mckenry et al (2002), Access: This is the fast and easy access to the Website Shall at all times. Following the set of access Rapid reaction the strong performance of the system. [15].

Mckenry et al (2002), Usability: this aspect of system quality include, with Physical attractiveness, pleasure And ease web site. The sets are: simple design, Easy to use, well organized, attractive appearance and transparent design [15].

Mckenry et al (2002), Interaction: this aspect of system quality, search engine evaluation Website design and Web site evaluation. The subsets Mutual interaction of the list of desired goods, the list, find the desired options and evaluation Search engine [15].

Merrilees and Frye (2007), The quality of the system, delivering the information needed to evaluate the customer. Governance subsets are: forward quadrant, ease lower back and click. [17].

Bart et al (2003), Trust Seal: customer concerned of disclosure Financial Information (credit card). In general, they prefer to communicate with Web sites that are Due to fraud, virus attacks and the disclosed information to be financially secure. These days, the warranty seals trust and Website are to indices such as Ensure the safety of the customers are known. Trust seals have a positive effect on website security [1].

Bart et al (2003), Error Freeness: customers expect website to be free of errors such as incorrect information and processing incorrect data. Therefore, the amount less errors, lead to higher levels of customer trust [1]. Shankar et al (2002), For a Web site attract customers trust necessary characteristics. This collection features all the characteristics of e-business that are causing increasing customer trust. All these features are divided into six categories that include: factors Customer, factors related to site factors The Company's business model is the special factors, specific Internet factors and eventually to the laws state [21]. List all Those who choose to prioritize these factors related to Website directly change by the company.

E-trust

Grabner et al (2002), the concept of trust from its inception and the beginning of mankind there have been interactions between humans. The concept has been studied in many fields of science and Widely Specific understanding of the concept of string, each string has its own method interpreted. So the definition The distinction between words and concepts of trust and its affiliates Researchers have created challenges. Second, trust is a multifaceted concept with many aspects of cognitive, Emotion and behavior. Trust in virtual environments as well as Trust in Environment is a subjective concept. Trust Level required to create a transaction with regard to personal characteristics and many people Have different attitude to technology [7]. Yang qing (2008), In the category of hazards and risks Certainly in the context of electronic commerce transactions The most important step in building Trust between the parties is Leads to the sales, or services are received [27]. Figure 1 presents The role of web components to increase trust in B2C e-commerce. Internet market Group (1999), Most researchers believe that one of the main reasons for failure Electronic commerce is the lack of consumer Trust . Clearly It is clear that the lack of consumer Trust in e-commerce Companies will be forced to adopt ways to increase trust. Many of those e-commerce website and see They do not attempt to do the shopping. [10].

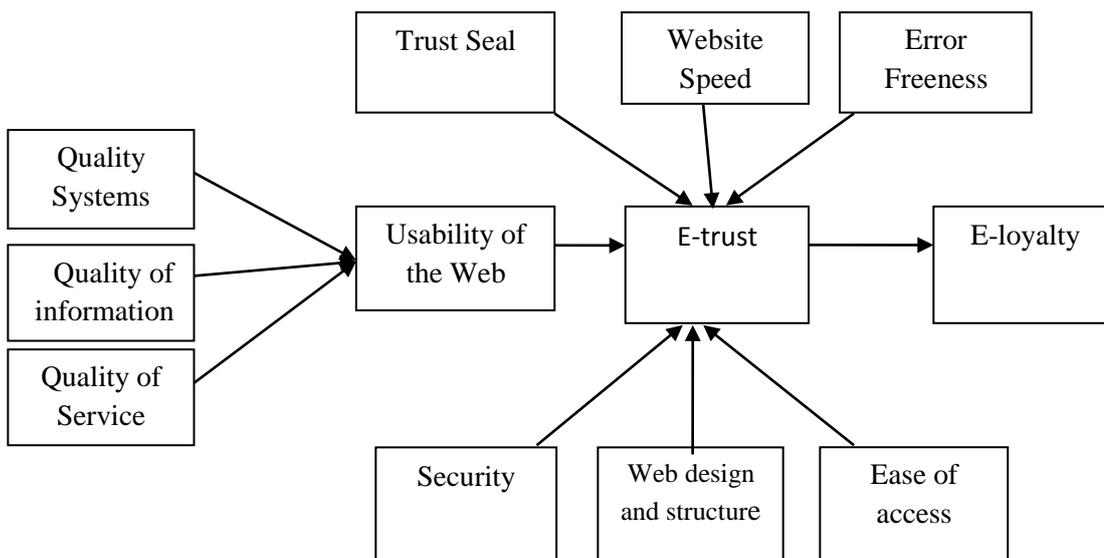


Figure 1 .The role of web components to increase trust in B2C e-commerce

Van Schaik & Ling (2001), attitude customer is one of the Factors affecting customer loyalty towards Business. The first Customer communication channels and business is business commercial websites. Set of quality factors A secure e-commerce website will include: Browse the site and ease of use, ease of access, quality, design, Reliability of the server, the domain name and customizable attributes. Since the advent of e-commerce trust issue, as always A major issue can be said trust Is The main reasons for the reluctance of customers to electronic purchase. If a company website con not to create trust website in customer, the customer Will direct your browser to the Web easily [25].

CONCLUSION

The issue of e-commerce organization is top priority and control of information and communications technology development and development Its application various spheres of human life. Application of information and communication technologies in Business and commerce, have surprising advantages For consumers and retailers. Easily perform transactions, communications, the availability of the Fast during a 24 hour day, Yale delivery of goods by Buyers, and Arbitrary at low prices is only part of the effects Doing business is much easier than the last. But Despite all the advantages mentioned above and do business with the Buyers If the design is much like a Buyers and Internet, only a small part Of Internet users to do their shopping online. According to studies, the main reason for this lack of trust of customers through the web and shopping Research Show a lack of trust, of the main obstacles to successful e-retailers And the disincentive for participation in E-commerce customers. Hence, Trust in customers, is one of the challenging issues for active in the field of electronic commerce.

With the increasing spread of Internet in various affairs of life, one of the issues proposed are located, Way of doing transactions over the Internet is considered by many organizations and Customers. A lot of research has been made to support the commissioning Internet Obviously; trust is a key clause in the on line. Sales On-line store for great products that Researcher making Requirements for on-line selling is more difficult than others. More difficult to sell more reliable product to the customer's business. Customers due to lack of Trust the e-commerce merchants, e-commerce technology and the lack of systems Losses to provide reliable, e-commerce are opposed to Labor. Due to the variety store customer needs to attract customers with low Trust By providing all the information about prices and product sales. Have a clear way. With the influx of e-commerce and business Tasks for creating Web sites, according to the changing business environment and risk being And jobs, Make Loyal The customer is the key element of growth and profitability of organizations.

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